



Fisher Non-Profit Global Project: Cusco, Peru

For my STEP project, I went to Cusco, Peru through the Fisher Non-Profit Global Project to work with a travel agency focused on working with rural communities to build tourism. In country, we worked with multiple groups to build marketing strategies and teach business skills to community leaders selling their immersion experiences.

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STEP Project Category:
 Education Abroad
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Some of my favorite parts of this trip were being able to fully immerse myself in the Peruvian culture through weaving lessons, local cuisine, and visiting all of the historical sites that Cusco has to offer. I also enjoyed learning about the tourism industry of Peru, and how it is growing and expanding in the new digital age.



I was motivated to participate in this project from seeing it at the STEP Expo during my time in the program, as well as hearing about it through Fisher's Global Business office. I have a minor in Non-Profit Management, so this project was the perfect way for me to combine my passion for non-profits with learning business skills I could adapt into my future career.



This trip was transformational because it allowed me to not only explore a culture I was previously inexperienced with, but also connect with the amazing communities in Peru, as well as fellow Fisher students that I may not have met otherwise.



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